



SummerWinds Shampoos are Lower in Sulfates

Why we decided on lower sulfates rather than sulfate free for our New and Improved SummerWinds shampoo line.

Super Scrubbers or Shine Stealers?

The Pros and Cons of Sulfates

One of the most common concerns and questions asked about **coat care** lately is about **sulfate**. No doubt, marketers have been having a heyday with this popular ingredient. So I thought I'd share a few **coat care tips** about the pros and cons of sulfates and why we choose to reduce sulfates in our SummerWinds shampoos rather than making them sulfate free.

Sulfates (aka sodium laureth sulfate and ammonium laureth sulfate), are the agents that make cosmetics lather and suds. Some people believe that suds are the cleaning agent in shampoos. Let's start at the beginning. Many people don't even know what sulfates are, which only feeds fears when people are told they are bad. Plain and simple, sulfates are detergents that help a shampoo to cleanse and foam.

There are several types of sulfates, including Ammonium Lauryl **Sulfate**, Ammonium Laureth Sulfate, **Sodium Lauryl Sulfate**, [Sodium Laureth Sulfate](#), Sodium Trideceth Sulfate, Sodium Myreth Sulfate and Tea Lauryl/Laureth Sulfates. The higher in sulfates content the more suds a shampoo will produce. When a shampoo is lower in sulfates the less suds it will produce.

The Pros and Cons

In **coat care shampoos**, sulfates are very effective at removing dirt, oil and environmental debris from coats/hair and skin. It's important to understand that cleansers are necessary for a healthy scalp and skin. They prevent a buildup of dead skin and debris, which can clog the hair follicles and result in damaged hair/coat or loss.

The main sulfate problem is that high levels of sulfates can contribute to fading hair/coat color. In fact there are several other things that can also cause hair/coat color fading as well, including tap water, blow dryers and flat irons to name just a few.

Another big concern from people is that high levels of sulfate strip the hair/coat of oils resulting in dryness. I'm not sure why this comes as a surprise to people. That's what cleansers do. They have to remove the oils because the oils are mixed with all the gunk they encountered.

throughout the day/week. Conditioners are for restoring moisture and oils to the hair once the hair is clean.

Lower or Free Sulfate Shampoo Benefits

1. Reduces irritation and skin damage. Shampoos containing high sulfates, particularly SLS, have been shown to cause skin irritations. SLS can pierce through the skin barrier causing damage, allergic reactions, and increases in skin roughness. The higher the sulfate concentration, the more irritating it can be to your hair and skin.

2. It prevents premature hair loss. Sulfates have been attributed to causing premature hair loss and may play a significant role in the prevalence of thinning hair. Being a caustic cleaner, products like Sodium Laureth Sulfate can damage the hair follicle and impede its ability to grow. In fact, sulfates have been shown to increase the duration of your hair loss cycle by up to 8 times longer than normal. Luckily, changing to a lower sulfate or sulfate free shampoo and thus removing the irritating ingredient and restore the growth of the hair follicle.

3. It moisturizes the scalp or skin and prevents dry hair. As mentioned earlier, higher concentrations of SLS can be more corrosive because it is actually used as an engine degreaser. Consequently, sulfates can shed your hair and skin of its natural oils and result in excessive hair, and skin dryness. Using an SLS lower or free shampoo will allow your hair to recover, making it stronger and less brittle.

4. It minimizes fading of hair coloring. Sulfates in shampoo can cause the dye in your hair to diminish at an accelerated rate. Shifting to a lower or free sulfate shampoo can preserve the duration of chemically colored hair.

5. It prevents eye damage in younger children and animals. Sulfates like SLES (Sodium Lauryl Ether Sulfate) are potent detergents that have been shown to harm the developing structure of the eye in young animals. This raises concerns regarding ocular damage in both infants and younger children. SLES and SLS have been shown to be absorbed and retained in the eyes, liver, and brain of undeveloped animals for up to 5 days longer than in adults.

Based on this evidence and on the fact that SLS can be absorbed anywhere through the skin, exposure with sulfates in shampoo may cause abnormal development of the eyes in younger animals.

What to expect from Sulfate Free Shampoo

Some of these shampoos leave greasy, limp hair that just won't hold a style. Often, they've selected a **natural hair treatment** that's free of sulfates. What they don't realize is that's their problem. Without any sulfates, or some sort of super-effective cleanser, dirt, oil and styling products will build up on the hair, leaving it dull and lifeless.

So, even though their color may not have faded and their locks may not be dry, they've still managed to zap their hair of life and vitality by refusing to give it a deep-down clean.

Verdict

It's sort of like your damned if you do or damned if you don't! We at SummerWinds have weighed all these pros and cons and opted not to remove all sulfate and make sulfate free shampoo formula, but to lower sulfate contents in our new and improved SummerWinds shampoo line. This way, we feel we have the best of both worlds.

SummerWinds Shampoos Coat Care Pet Cosmetics are revolutionary made with the perfect blend of specially selected ingredients and are low in sulfates. Shine Onnn, Remove A Way, Stop N Itch Bath & Take A Hike Shampoos. SummerWinds shampoos 6.5 pH balance does not contain strong high levels of sulfates, and other harsh chemicals that may be found in ordinary pet shampoos. By lowering SummerWinds Shampoo's sulfate levels they are better able to still cleanse gently to remove dirt, oil and environmental and product build up to help prevent hair loss, reduce skin irritation and skin damage and maintain better color retention. SummerWinds shampoos are designed to gently cleanse and condition coats simultaneously for shinier, healthier-looking, more manageable results for all types of coats, which in return will produce a beautiful competitive show coat

These are all the reasons we are confident you'll love SummerWinds formula results, which is why we offer a **100% money-back guarantee**.